

# CONTACTS



$6\frac{1}{2} = 44$   
7

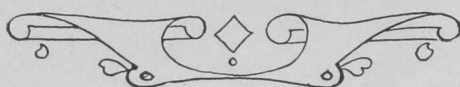
"perfect"....

36<sup>th</sup>

# ANNIVERSARY



**YOUR**  
**Life Insurance Dollars**  
**Do Double Duty!**



*Millions of Life Insurance Dollars,  
the savings of thrifty policyholders,  
are today invested in National  
War Loans; at the same time you  
are protecting your family and self*



**EASY TO PAY—THE EATON WAY**



**THE T. EATON LIFE ASSURANCE COMPANY**

Seventh Floor - - Hargrave Street

# CONTACTS

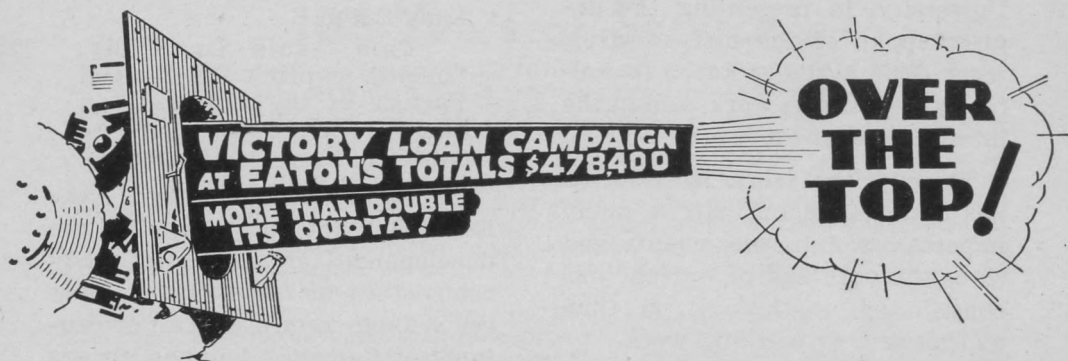
Published Quarterly by **T. EATON CO. LIMITED** of Winnipeg, Manitoba,  
for distribution to the Co-workers of the Organization.

Editor: W. E. C. HURLBURT

Vol. 14

JULY, 1941

No. 2



## Well Done, Eatonians!

When the 1941 Victory Loan Campaign closed on Saturday night, June 21st, it was established that a grand total of \$478,400 had been subscribed by the executive, management and staff of our Winnipeg organization! This remarkable achievement means that we more than doubled our quota! Moreover, figures show that one EATON employee in every four subscribed to the Victory Loan.

By this signal success you have demonstrated your clear vision of Canada's problem of financing her part in the war . . . your realization of a chance to serve.

In thanking you on behalf of the management, I am not unmindful of the splendid job done by the Victory Loan committee within our ranks, and others who helped in various ways in this achievement.

*Smecordick*

## University of Toronto Pays High Honour to Lady Eaton

Congratulations have been pouring in to Lady Eaton, on whom the honorary degree of Doctor of Laws was conferred at the University of Toronto Convocation on Thursday, June 5th, and probably no group is more pleased at the honour paid than Eatonians.

Dr. H. J. Cody, president of the University, in presenting the degree, spoke of the outstanding work done by Lady Eaton in welfare and patriotic work, and in the interest of music and art.

Through the years, Lady Eaton has taken a leading part in many important welfare movements, and since the outbreak of war she has contributed unstintingly in time and money, to patriotic work.

After summing up the many reasons why the University paid the tribute of an honorary degree, Dr. Cody referred to the perpetual

indebtedness of the University of Toronto to Lady Eaton, in these words:

"Lady Eaton and her husband have been princely benefactors to the Faculty of Medicine. Many years ago they established the 'Sir John and Lady Eaton Chair of Medicine,' and year by year this work has been sustained by Lady Eaton.

"This," said Dr. Cody, "helped to place the Medical Faculty of the University in the foremost ranks of the medical schools of the world."

As Eatonians know her, Lady Eaton has not only shared in the development of what Dr. Cody referred to as "one of the most remarkable commercial institutions of Canada," but has always evinced a genuine interest in Eatonians. It will be recalled that the Girls' Club War Work Auxiliary, which has done such splendid work, was organized as a result of her initiative and has consistently received her support. Lady Eaton has always had the success of the **EATON** Girls' Club much at heart, and frequently attends club events, while she is unfailing in her encouragement of all forms of recreation for Eatonians.

—Reprinted from "Flash,"  
**EATON'S**, Toronto.

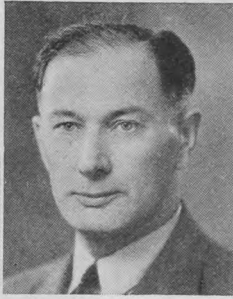
**BELOW**—Lady Eaton was kind enough to sit for the camera man in the garden at Eaton Hall, wearing her academic robes.



**ABOVE**—Following the conferring of the honorary degree of LL.D., Lady Eaton with (left) Sir William Mulock and (right) Dr. Cody.





Mr. E. Hird  
(Regina)

Mr. A. H. Young



Mr. S. Robertson

## 105 Years of Service

**MR. ERNEST HIRD** has been with **EATON'S**, Regina, for over twenty years. Before that, however, he was on Winnipeg staff and has a great many friends here who join in congratulating him upon his thirty-fifth anniversary with the Company.

Born in Durham, England, Mr. Hird was educated in Toronto and employed with our shipping department there from 1903 to 1906. He then left for another position, but, at the request of Mr. W. J. Gunn, reported in Winnipeg on June 25th, 1906, in the shipping department. He was later in charge of the furniture packing and parcel post and then went to the mail order furniture department as assistant. In 1918, on the opening of the mail order branch, Mr. Hird was sent to Regina to take charge of the furniture and floor coverings. Finally, when Regina branch developed into a retail store, departments 526, 528 and 548 were placed under his direction.

Mr. Hird (better known to his friends as "Ernie") was married to another Eatonian, Miss Catherine Bourque, formerly of 19 department. Their three children are now grown-up, and the eldest son is district sales manager of the Ford Motor Company. "Golf," says Mr. Hird, "is my only sport activity." However, friends here add that the jovial Ernie, who is well loved by staff and friends alike, is also a past master at the art of story telling.

\* \* \* \* \*

**MR. A. H. YOUNG**—Young not only by name, but in mind and heart as well—and the greatest of these is the heart! Yorkshire born, like many other Eatonians who have "gone places," Mr. Alf. Young, who celebrated his thirty-fifth year of **EATON** service on June 19th, started with the Company as a parcel boy in 1906. We might as well get this "Alf" business over right here. Referring to him as Mr. "Alfred" Young would be nothing short of affectation. And among other things, Mr. Alf. Young is one of the most natural, unaffected personalities one could hope to meet.

Proceeding in a straight line, Alf. Young was promoted from parcelling to selling carpets, then over to the mail order carpets, on to the mail order merchandise office, later to the city merchandise office and then he was given charge of the fourth floor merchandise office (women's garments.) Finally, on April 7th, Mr. Young was appointed executive assistant to Mr. R. M. Pinfold in the merchandise office during the absence of Mr. W. G. B. Dailley on active service.

One thing that kept Mr. Alf. Young going in a straight line is his capacity for hard work; his ability to get things done in a thoroughly efficient yet quiet, unassuming manner. Another is his genuine quality of friendliness; another that saving grace, a well developed sense of humor (watch the sly twinkle!) Finally, his friends, who are legion, are ready to lay it on the line that if Alf. Young has ever lost his temper during his long service, no one ever knew about it.

\* \* \* \* \*

**MR. STANLEY ROBERTSON** has also piled up the impressive record of 35 years as an Eatonian and celebrated his anniversary on June 6th. Stan was born at Brampton, Cumberland, England (John Peel's country), but went to Toronto with his parents when only 1½ years young.

After working with Simpson's and later with **EATON'S**, Toronto, our hero got the "go west" fever and came to Winnipeg. Here he joined the bedding department of **EATON'S**, of which he later became head of department. Just mention the word "bed" or "mattress" and you'll find an engaging enthusiasm about Stan Robertson that is refreshing. Unless you stop him he'll go on indefinitely about the virtues of the spring-filled mattress; its strength and resiliency, or the buoyancy of the "Snooze Tight" pillow and why, etc.

One of the store's most eligible bachelors, apart from his merchandise, Stan's other love is golf—and he's a member of the coveted "Hole-in-One Club." He also likes to fish and is a powerful swimmer. During the Great War he enlisted with the 78th Battalion. "There is no firm I would sooner work for than **EATON'S**," the youthful looking Mr. Robertson assured us, "and those thirty-five years are filled with many staunch friendships and pleasant memories."

## CONTACTS

### Prix de Vogue Prize Winners

Early in June a large poster gay with fashion drawings drew the attention of many people on their way to and from the time office. The drawings originally were covers on the four sets of answers in the *Prix de Vogue*, the work of one of our artists in the city advertising, Dorothy Phillips.

Those who won a one-year subscription to the Trade Edition of *Vogue* were Miss P. Cooper, coats and suits; Miss J. M. Scott, fancy goods, and Mr. F. O. Wicks, millinery.

A special award was made to Miss E. Brooks, dress goods, for her success in keeping up the interest in her department. Out of fourteen entries this department had twelve complete the contest.

Two departments had such good results—the dress goods with their twelve and the women's sportswear with seven, that each department manager gave the person taking the highest marks a prize, which took the form of a merchandise voucher. The lucky contestants were Doris Johnston (dress goods) and Audrey Shilliday (women's sportswear.)

This is the third year for the *Vogue* contest and the results were so much better this year that there was a special event to celebrate—a breakfast in the grill room on Wednesday morning, June 4th, for all who finished the contest, 51 people (22 from the 4th floor, 5 from the main floor, 15 from the second floor, 9 miscellaneous.)

Mr. Ross Jenkins, merchandise office,



Prize Winners in "Prix de Vogue" and House & Garden Contests

Front Row, left to right—Misses A. Shilliday (218), J. M. Scott (236), P. Cooper (217), D. Phillips (138), who won honorable mention for posters.  
Back Row—Miss D. Johnston (202), Mr. F. Wicks (210), Miss Brooks (202.)

announced the winners of the *Vogue* subscriptions at the breakfast and spoke enthusiastically of the excellent showing those in the contest had made. He expressed the interest of the store in the event and the value of such a study in fashion selling.

Mr. A. D. MacDonell made the special award to Miss Brooks and complimented those who undertook the task of interesting those in their department in the contest. He also expressed special appreciation to those experienced and busy people who entered the contest and carried through with it, and by so doing gave encouragement to the newer people in their midst.

## VICTORY LOAN, 1941

Manitoba Headquarters, Winnipeg

R. S. McCordick, Esq.,  
The T. Eaton Company, Limited,  
Winnipeg, Man.

June 25th, 1941.

Dear Mr. McCordick: Now that the 1941 Victory Loan Campaign is closed, I wish on behalf of the Manitoba Executive Committee to express to you and your associates our sincere appreciation for the great assistance which you gave to our organization in putting over this campaign.

While your Company and staff did wonderfully well in supporting the loan through subscription, your principal contribution was through making it possible for us to have the services of Mr. Fry as chairman of our Publicity Committee.

You will recall when we were first working up our organization, I mentioned to you the type of man we had in mind for our Publicity Committee. Mr. Fry filled all of those qualifications. He did a good job, and his leadership at the head of that committee was a vital factor in the success of the campaign. I think, without a doubt, that Winnipeg lead Canada in its local publicity results.

With kindest regards and again many thanks for your co-operation.

Yours sincerely,

H. E. SELLERS.



## The Saleswoman's Inventory\*

LET'S know ourselves, criticize ourselves; gather our forces, concentrate them, and then we will have an added zest in life and a fatter pay envelope will come automatically.

DO I come early and stay late when necessary?

DO I keep my stock clean and free from odds and ends?

DO I understand my stock thoroughly, and do I show sincerity and enthusiasm in explaining the best selling points?

DO I express my thoughts clearly and am I able to concentrate?

DO I exclude all gossip, exaggeration and bluff?

DO I always keep my temper? Do I talk too much or too little?

DO I leave a good impression of the store and myself in parting with a customer?

DO I study out the reason of my success and failures in waiting upon my customers?

DO I make capital of this study by eliminating my mistakes and strengthening my strong points?

DO I appreciate that sincere, enthusiastic optimistic saleswomen turn a "shopper" into a customer?

DO I appreciate that courtesy will make me a saleswoman that a customer will walk many blocks to trade with?

DO I endeavor to learn and anticipate my employer's wishes?

DO I realize that he is anxious to find capability in me to relieve him of a portion of his responsibilities?

DO I realize that industry and an understanding of his wishes will win for me his confidence and a promotion?

AM I a saleswoman or only a makeshift with a "Hope to Heaven" that my employer does not find me out? If I am a saleswoman, do I really understand my ability or am I working without knowledge of myself?

AM I working with my head and heart, or only with my hands and feet?

AM I ambitious?

AM I really industrious, sincere, optimistic, thorough, quick, observant, patient, truthful, tactful, and always courteous?

\*Reprinted through courtesy of Minneapolis Knitting Works.

Little mindedness talks about its troubles; large mindedness has none.



With so many good ideas winning prizes these days, how about **YOU**? Why not get in the parade! In the Suggestion Committee's report printed below, honors go to our photographic work room. Three awards and one of them a "ten strike!" We asked Messrs. Willems and Hill for their photographs but both were camera-shy, which is probably traditional in the craft. Anyway, let's give them a cheer! Mr. Hill has many winning suggestions to his credit.

Another of our most consistent prize winners for bright ideas is **Mr. J. A. Maley**, first assistant, drug department, which reminds us that the Suggestion Committee would be "tickled pink" to receive more ideas from our assistants' body.



Mr. J. A. Maley

### MARCH

\$5.00 award to Miss M. Pullar, 122 department.

\$3.00 award to Miss C. Gallagher, 104 department.

### APRIL

\$10.00 award to Mr. J. A. Willems and a \$3.00 award to Mr. B. C. Hill, both 1208 department.

### MAY

\$5.00 awards to Mr. B. C. Hill, 1208 department, and Mr. J. A. Maley, 206 department.

\$3.00 award to Miss V. Cortens, 105 department.

## "Phone As You Would Be Phoned To"

The Golden Rule works over the telephone. Whether you are talking to a customer, a patron, an associate, a friend, or a stranger, and whether you are on the calling end or the receiving end, you will find it helpful to have a "voice with a smile" in it. Try to always be understanding, helpful, sympathetic. "Phone as you would be phoned to."



"We can teach ourselves to be merrily companionable and jovially sociable. We can change our fixed psychology. We can thaw our congealed hostility to each other. We can get rid of our distrust and disgust. We can make life livable and lovable for each other if we please."

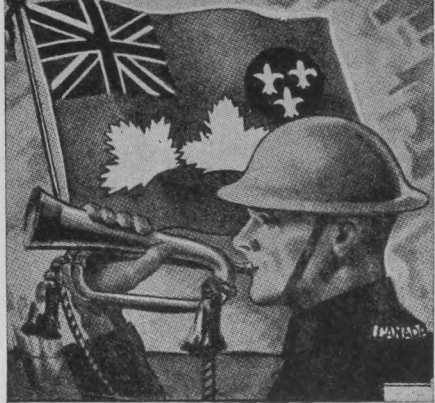
—From "Fireside Reflections," by Charles H. Hodgson.

Eatonians Now Serving The Empire

\* \* \* \* \*

Additional to Lists Published in "Contacts" of  
December 31st, 1940, and April 1st, 1941

\* \* \* \* \*



Depart- ment	NAME	Regimental Number	REGIMENT
173	Summers, W. A.	H404032	2nd Armoured Car
122C	Askew, J. W.		Royal Canadian Air Force
146	Thorburn, J. R.	R100132	Royal Canadian Air Force
1247	Freeman, E. M.	R100040	Royal Canadian Air Force
259	Reid, J. S.	R95483	Royal Canadian Air Force
225	Brigden, E. A.	R100142	Royal Canadian Air Force
1211	Mousseau, F.	V24366	Royal Can. Naval Volunteer Reserve
1211	Taylor, S.	H36799	10th District Depot
1203	Lawrence, G. S.	H65004	Royal Canadian Army Service Corps
249	Odell, P. E.	R100404	Royal Canadian Air Force
129	Williams, A. E.	V24403	Royal Can. Naval Volunteer Reserve
151	Fotheringham, V. T.	R100279	Royal Canadian Air Force
172	Mace, F. T.	2nd Lieut.	Artillery Training Centre
8	Hammond, Geo.		Royal Can. Naval Volunteer Reserve
207	Morrison, A. J.	R101365	Royal Canadian Air Force
26	MacPherson, D. J.	R100017	Royal Canadian Air Force
253	Wells, L. F.	H36679	Royal Canadian Engineers
204	Firth, J. Roy	H77006	18th Man. Recon. Batt.
130	Ingram, Alex	H77013	18th Man. Recon. Batt.
130	Brand, D. A.	H77016	18th Man. Recon. Batt.
151	Dash, R. A.	H77018	18th Man. Recon. Batt.
151	Cumbers, G. H.	H77011	18th Man. Recon. Batt.
205	Hill, Sgt. T. J.	H77015	18th Man. Recon. Batt.
7	Lavers, L. H.		Royal Canadian Air Force
260	Sherbo, P.	H77037	18th Man. Recon. Batt.
151	Horne, F. E.	H77034	18th Man. Recon. Batt.
229G	Lane, D. A.	R106190	Royal Canadian Air Force
41W.R.	Bingham, W. H.	R106180	Royal Canadian Air Force
151	Clark, Albert	77048	18th Man. Recon. Batt.
136	Speirs, A. T.	R106316	Royal Canadian Air Force
27	Baxter, J. W.		Royal Canadian Army Service Corps
218	Pryce, G.	1st Lieut.	18th Man. Recon. Batt.
119	Brown, H. C.	R106242	Royal Canadian Air Force
254	Agnew, Sam	R106260	Royal Canadian Air Force
1247	Stewart, J. Percy	H60384	Royal Canadian Training Centre
1226	Bonser, C. J.	H36876	Royal Canadian Artillery
229	Wilkinson, W.	H77080	18th Man. Recon. Batt.
1209	Olson, Stanley	R106312	Royal Canadian Air Force
1209	Johnson, Stefan	R106311	Royal Canadian Air Force
214	Osborne, D. N.	1st Lieut.	Royal Winnipeg Rifles
151	Davies, Tudor	H77132	18th Man. Recon. Batt.
122A	Saunders, C. H.	H65162	Royal Canadian Army Service Corps
226	Wilson, G. Thos.	H77083	18th Man. Recon. Batt.
100	Scarr, C.	H65167	Royal Canadian Army Service Corps
268	McKinnon, R. B.		Royal Canadian Air Force
229E	Hemenway, H. M.		No. 2 Training Coy., Sec. 10
141	Graham, H. S.		Lord Strathcona Horse
146	Rogers, Wm.		Royal Can. Naval Volunteer Reserve
144	Tovey, Robt.		Royal Canadian Air Force
265	Lyndon, J. H.		Royal Canadian Air Force
1201	Menzies, M. L.		Royal Can. Naval Volunteer Reserve
2024	Simpson, W. G.		Royal Can. Naval Volunteer Reserve
118	Taberner, J. V.		Royal Canadian Ordnance Corps
253A	Ivison, J. A.		Royal Can. Naval Volunteer Reserve
147	Berry, D.		Royal Canadian Ordnance Corps
147	Black, J. M.		Royal Canadian Ordnance Corps
41	McMillan, J. A.		Royal Canadian Air Force
130	Farmer, Sydney	24198	Royal Can. Naval Volunteer Reserve
212	Hammond, Wm.		Royal Canadian Air Force

(Continued on Page Nine)



## Eatonians Now Serving The Empire

Again we proudly publish the photographs of EATON men (Winnipeg store) who have enlisted for freedom's cause. These two pages of our gallant fighting men are in addition to those already published in "Contacts" of December 31st, 1940, and April 1st, 1941, and include enlistments up to June 7th. Unfortunately some photographs are missing, many of our Western store men, but we hope these boys will send along a picture for publication later. Included are an Edmonton and Brandon Eatonian.



D. BERRY, 147

G. CUMBERS, 151

T. J. HILL, 205

A. M. LE GRANGE, 151

F. E. HORNE, 151

P. SIERBO, 260



W. H. BINGHAM, 41 W.R.

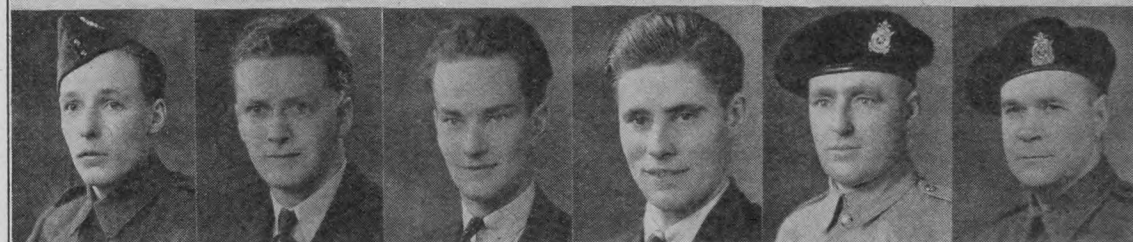
A. GRAY, 136

R. W. CHADWICK, 129

A. CLARK, 151

D. A. LANE, 229G

H. C. BROWN, 119



C. J. BONSER, 1226

S. OLSON, 1209

S. JOHNSON, 1209

S. HEATON, 134

T. DAVIES, 151

A. INGRAM, 130



W. M. WILKINSON, 229

D. OSBORNE, 214

C. SCARR, 100

C. H. SAUNDERS, 122A

J. W. BAXTER, 27

G. T. WILSON, 226



A. C. SIZELAND, 101

A. MCCLINTOCK, 230

J. DICKSON, 226

H. L. WHITE, Edmonton

A. F. PUE, Brandon

# Eatonians Now Serving The Empire



J. GILLIES, 206

W. GILLIES, 659

R. B. MCKINNON, 268

D. C. CAMPBELL, 248

J. W. ASKEW, 122C

H. S. GRAHAM, 141



E. M. FREEMAN, 1247

F. DONALD, 224P  
Grocery Packing

A. M. JENKINS, 1201

J. R. THORBURN, 146

R. TOVEY, 144

J. A. MCMILLAN, 41



W. G. SIMPSON, 2024

S. TAYLOR, 1211

G. S. LAWRENCE, 1203

F. MOUSSEAU, 1211

J. A. IVISON, 253A

M. MENZIES, 1201



P. O'DELL, 249

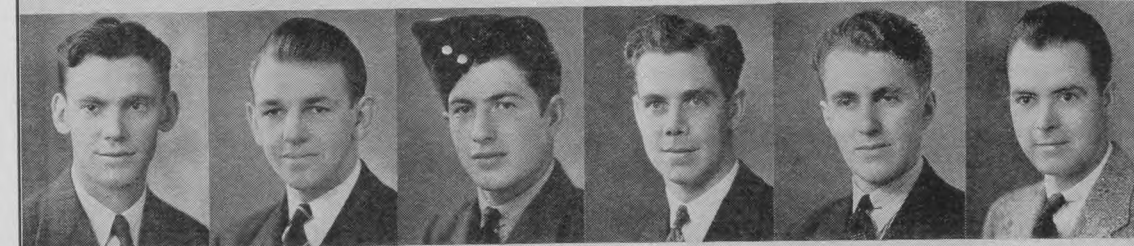
N. J. MACKIE, 151

V. FOTHERINGHAM, 151

A. E. WILLIAMS, 129

F. T. MACE, 172

S. FARMER, 130



J. S. REID, 259

A. B. FINNBOGASON, 228

J. A. COTE, 146

A. J. MORRISON, 207

D. A. SWANSON, 227

D. MACPHERSON, 26



L. WELLS, 253

J. R. BARNETT, 108

R. MORRISON, 144

E. A. BRIDGEN, 225

L. H. LAVERS, 7 M.O.

R. DASH, 151





## Tall Job!

What is this? Only Bob Cullen busy painting the seventh floor of the store. The picture was taken by another **EATON** sign painter who lay on the ground and pointed his camera upwards, obtaining the effect seen. Perhaps we had better explain that this scene was taken at Emerson, where a lifelike picture of the store is painted on our huge **EATON** sign at the border.

John Kooning, the author of the picture, is one of the **EATON** artists largely responsible for the outstanding sign now familiar to all our "Good Neighbours" who cross the invisible line at Emerson.

## Eatonians Now Serving The Empire

(Continued from Page Six)

Department	NAME	Regimental Number	REGIMENT
151	Mackie, N. J.....	R101632	Royal Canadian Air Force
228	Finnbogason, A. B.....	R100402	Royal Canadian Air Force
268	Jenkins, F. R.....	.....	Royal Canadian Air Force
227	Swanson, D. A.....	.....	Royal Canadian Air Force
144	Morrison, R.....	.....	Royal Canadian Air Force
108	Barnett, J. R.....	.....	Royal Canadian Air Force
151	Le Grange, A. M.....	.....	Royal Canadian Army Service Corps
151	Tooth, Ken.....	.....	Royal Can. Naval Volunteer Reserve
136	Gray, Archie.....	95490	Royal Canadian Air Force
129	Chadwick, R. W.....	R10000	Royal Canadian Air Force
106	Picken, D. M.....	.....	10th District Depot
17	Masson, A. L.....	.....	Royal Can. Naval Volunteer Reserve
134	Heaton, W. S.....	R106333	Royal Canadian Air Force

(List compiled to June 7th.)

## Leading the Victory Loan Parade

—which was staged during the early days of the campaign—was the **EATON** float pictured here, the work of **EATON** display men, carpenters and painters. What a soul-satisfying feeling it gives us to have played a part in the great Victory Loan achievement, which has since been recorded both by Manitoba as well as here at **EATON'S**.





It was away back in 1916—when **EATON'S**, Winnipeg, was but eleven years old; when many of our readers were still fat little cherubs snoozing in baby carriage row outside the store, when the Nazi's predecessors were before Verdun—that the following thirty-two Eatonians joined the Company. Their Quarter-Century of valued service speaks for itself, and we join in saying "Many Happy Returns!"

## APRIL

- 1—Miss Mary Johnston (217)—April 3rd.
- 2—Mr. William S. Page (41)—April 3rd.
- 3—Mr. William Qualtrough (141)—April 5th.
- 4—Mr. Harry A. Gullivan (151)—April 10th.
- 5—Mr. Percy Cook (1203)—April 10th.
- 6—Miss Mary Wylie (7)—April 12th.
- 7—Miss Solange Lancelin (116)—April 13th.
- 8—Mr. Arthur E. Hutton (21)—April 17th.
- 9—Mr. Alexander Luke (Calgary)—April 18th.
- 10—Miss Mary H. Murray (6)—April 19th.
- 11—Mr. William R. Martin (129)—April 22nd.
- 12—Mr. Robert Sim (220)—April 24th.
- 13—Mr. Sam Kane (49)—April 24th.
- 14—Mr. George A. Griffith (225W.R.)—April 24th.
- 15—Mr. William Maltman (132C)—April 27th.
- 16—Mr. Robert McConkey, first assistant (M.H.O.)—April 29th.

## MAY

- 17—Miss Tilly Vance (111)—May 8th.
- 18—Mr. Max Geller (1201)—May 15th.
- 19—Mr. Walter Kenchington (122B)—May 15th.
- 20—Mr. Wm. Bartholomew (224)—May 18th.
- 21—Miss Pearl Macartney (100)—May 22nd.
- 22—Mr. Harold W. Daly, head of department (49)—May 22nd.
- 23—Mr. T. Egill Jonasson (229G)—May 30th.

## JUNE

- 24—Mr. Henry A. Pilling (132B)—June 2nd.
- 25—Mr. Albert J. Barnes (131)—June 5th.
- 26—Miss Eva Bell (113)—June 6th.
- 27—Mrs. Grace Madder (240)—June 9th.
- 28—Miss Barbara A. Secord (152)—June 12th.
- 29—Mr. Edward Lord (11)—June 12th.
- 30—Mr. Sidney T. Farmer (132A)—June 30th.

## Missing from Picture

- Mr. Thomas A. Kavanagh (249)—April 4th.  
Miss Amy Uglow (Edmonton)—April 12th.





## 25 YEARS WITH EATONS.



### Max Geller Honoured

Max Geller, alterations department, completed his twenty-fifth year of **EATON** service on May 15th. To mark the occasion, admiring friends and associates of Mr. Geller presented him with a handsome club bag. On leaving, June 21st, for his long vacation we all wish Max a happy holiday and best of luck.

### Almost An Eatonian



Mr. Thomas Horne, who retired from active business life on June 1st, after twenty-five years as an elevator inspector, was next door to being an Eatonian by virtue of his long association with the

Company. On the staff of Otis-Fensom Company, Mr. Horne helped install the first elevators in our Winnipeg store. Subsequently joining the provincial government service as inspector of elevators, he has inspected **EATON** elevators monthly for many years.

In his long association with Eatonians, Mr. Horne developed many friendships. All join in wishing Tom many years of health and happiness in his well-earned rest.

### Party for Grace Madder

#### On Joining Quarter-Century Club

Mrs. Grace Madder (240), who joined the **EATON** Quarter-Century Club on June 9th, was guest of honor at a party, held at the home of Mr. and Mrs. J. Manson, by the staffs of 240 and 273 departments.

During the evening Mrs. Madder was presented with a gold watch, suitably engraved, as a memento of the occasion. Mr. J. Manson did the honors. A most enjoyable evening of games and dancing followed.

(We hope Mr. Manson was persuaded to play his banjo. We don't hear it much nowadays, but the maestro still strums a melodious tune.—Ed.)

Mr. E. Lord, 11 department, joined the Quarter-Century Club Thursday, June 12th. Ed., who has spent all his service with the Company in the bedding section, was presented with a smoking stand, pipe and tobacco by Mr. Hancock, head of department, with the best wishes of his associates. Ed. left on Saturday for his Quarter-Century holiday, part of which will be spent at the coast. Best wishes for a happy holiday!

The successful man lengthens his stride when he finds that the sign post has deceived him; the failure looks for a place to sit down.



## NOW — 1941

From horses to "horse power" . . . the glittering new beauties above show but one-quarter of our delivery fleet which now totals 135 trucks for parcel, furniture and freight deliveries. The section photographed just happens to be all Internationals—we have several kinds of trucks. Today one of our new trucks can do the work of twenty horses. Combined, the fleet covers nearly twenty-five hundred miles of Winnipeg streets daily. What mechanical wonders will the next thirty-six years bring?

### The Pioneers—Jim and Walter

The figures you see silhouetted against the sky in picture below are workmen completing the brick and structural work on our store building in May, 1905. Inset are Walter Chalcraft and Jim Bloomer, who joined **EATON'S** at that time as carpenter and electrician, respectively. They are the only two Eatonians left who worked on the store building. Mr. Bloomer was engaged by Mr. George Thompson, architect of **EATON** buildings, and took over the maintenance of electrical equipment when the store opened. A carpenter by trade, Mr. Chalcraft helped install miles of pneumatic cash tubing and stayed on with **EATON'S**, later taking a course in cash register repairs, which is now his responsibility.

Thursday, July 17th, is Winnipeg Eatonians will look back with pride up only by our own store, but by the whole the West. **EATON'S** opened its doors a 1905. By 1910 the eighth storey was power house erected. Mail order building followed by its sister building, M.O. No garage building were achieved in 1926, ture warehouse. Succeeding years ha work of **EATON** stores, foodaterias and the Great Lakes to the Pacific. To t modernization and improvements are c with advancing conditions. To many, t those who helped build the store or sav have rolled rapidly away!

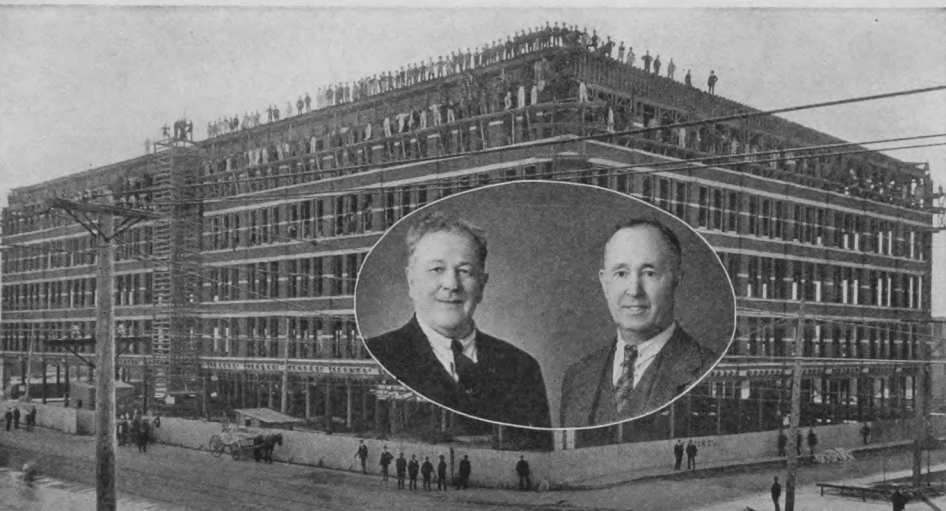
## ANNIVERSARY GREETING

A Salute to the Following Eatonians Who or More of Service w

Messrs. W. Jackson, W. S. Brown, W. A. C. McFetridge, F. Carpenter, R. Ren Scott, L. J. Blundell, H. B. McGregor, .

## The First Delivery

—was a gala affair with its sleek, spirited h Eatonians, including the late Mr. George Gra The **EATON** delivery system of 1905 and succ out on Winnipeg streets. Under the direction Newman, succeeded by the late Mr. Herb. St and trophies which are still the pride of our del was the immortal "Brit," snow-white charger w



# Thirty-Sixth Milestone!

Winnipeg store's 36th anniversary, when pride upon the progressive steps taken, not the whole of our far-reaching organization in doors as a five-storey building on July 17th, they was added, the Hargrave extension and building No. 1 made its bow in 1916, to be M.O. No. 2, in 1920. Our printing plant and in 1926, and a year later came the big furni- years have brought the great western net- erias and mail order offices from the head of e. To these, as well as to Winnipeg store, ats are continually being made to keep pace many, thirty-six years is a long time, but to e or saw it through its early days the years

## ETINGS TO "THE ORIGINALS"

ians Who Have Completed Thirty-Six Years  
ervice with the Company:

rown, W. Russell, A. Wharton, N. E. South,  
R. Rennick, H. Keough (Saskatoon), J. R.  
regor, J. P. Ellis, W. Chalcraft, J. Bloomer.

## elivery, July 17th, 1905

spirited horses led out of the stable by prominent  
orge Graham, who later went down on the Titanic.  
and succeeding years was the most smartly turned  
irection of its beloved head, the late Mr. Arthur  
Herb. Steen, **EATON** horses won countless ribbons  
of our delivery department. But greatest of them all  
charger who might have stepped out of a fairy book!



## Sam Stopped Their Apples

As the birthday celebrations get well under- way, someone will become reminiscent—"Say, do you remember the time we, etc., etc." This one is the apple story:

For a long time the Company kept the Strevel House (once the temporary home of **EATON** bachelors from Toronto) supplied with a barrel of fine Ontario apples for the boys in residence. You could have all you wanted and at any time. One wet night when everyone was at home the boys got tired of running down cellar to bring up a bowl of apples, so a couple of resourceful souls, when it was their turn, brought up the barrel and set it in the centre of the sitting-room floor. "Now, go to it," was the remark. However, sad to relate, the late Mr. Sam Hamilton, who was in nominal charge of the house and collected the rents, came in and saw this outrage. Now Sam was a very fine chap, but he naturally had some kinks like everyone else, and he decided to discipline the boys, so stopped supplying the apples. So revenge was the order of the day and it was decided on the next pay night to pay Sam the rent in dimes. All the dimes were solemnly placed before him on the table and, as the lowest rent was \$8.00 a week, some real counting had to be done by Sam. He took it all right but, unfortunately, the practise fire alarm sounded just then. As we were all on the fire brigade at the time, we rushed off to the store to answer the call. Poor Sam had to put the money in safety and, in consequence, arrived late for the alarm and was promptly balled out with the injunction that the man in charge should be first, not last, at fire drill.

The apples were promptly reinstated.

—Old Timer.



AND THEN—



## Ken Barling Cops EATON Golf Crown

**Curling Ace Takes R. Y. Eaton Trophy  
With Net 68; Other 1941 Golf  
Winners Announced**

**R. Y. Eaton Cup, Championship—Winner—  
—K. Barling (2 M.O.), gross 84, handi-  
cap 16, net 68.**

**Runner-up—J. Johnston (100 M.O.), gross  
91, handicap 20, net 71.**

**Low Gross—D. Arnott (1203), 79.**

**2nd Low Gross—T. R. Coe (122A), 80.**

**H. M. Tucker Cup, "A" Class—Winner—  
A. D. MacDonell (156), gross 91, handi-  
cap 8, net 83.**

**Runner-up (tie)—T. Baxter (225), gross  
95, handicap 6, net 89. J. Farmer (22),  
gross 97, handicap 8, net 89.**

**Low Gross—J. Pickles (226), 94.**

**2nd Low Gross (tie)—T. Carnegie (226B),  
97. J. McKeag (202), 97.**

**R. S. McCordick Cup, "B" Class—Winner  
—J. Reay (23), gross 98, handicap 8, net  
90.**

**Runner-up—L. Glazier (146), gross 102,  
handicap 10, net 92.**

**Low Gross—F. Mullins (1209), 95.**

**2nd Low Gross—A. W. Warren (268), 96.**

**B. C. Scrivener Cup, "C" Class—Winner—  
J. Syme (4), gross 107, handicap 6, net  
101.**

**Runner-up—D. Oliphant (52), gross 102,  
handicap 0, net 102.**

**Low Gross—W. C. Fogg (20), 107.**

**2nd Low Gross—C. S. Blenkhorn (141),  
108.**

## Thrill of a Lifetime!

**Lorne Carson, EATON'S, Port Arthur,  
Makes Hole-in-One**

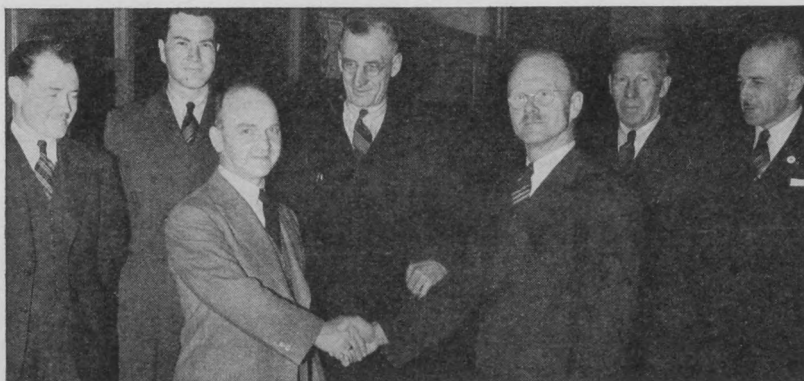


## Sylvia Maxwell Makes Headlines

Small wonder that 11 department is proud of Sylvia Maxwell, the girl with the winning smile! Sylvia made eight-column headlines on the sport pages of Winnipeg newspapers on June 4th by pitching a "dream game" at the senior girls' softball opening. Pitching for the C.U.A.C., Sylvia turned in a brilliant no hit, no run performance to win a 5-0 victory over the Vics.



W. H. (Bill) Caine (stock audit) left Saturday, May 31st, to engage in war work with a certain industrial company. Says our correspondent, "We can expect larger and better bullets now!"



## Thanks, "Tommy"

Jack Thompson (general office), treasurer of the EATON Curling Club, is seen receiving the thanks of President Earl Ramsay (right) for his years of valuable service as guardian of the club's funds and expenditures. As material evidence of the club's appreciation, "Tommy" was presented with a handsome Gladstone bag. Looking on with approval are Bob McCormack, secretary; Ken Sutherland, vice-president; Claude Osborne, Finlay Tease and George Allan, executive members.

## Talk About Coincidences!

A few weeks ago "Contacts" published this picture of Her Majesty talking with Lieut. George Steele (brother of Mr. Harold Steele, head of our expense office) when member of a guard of honour in London, England. Lieut. Steele is the officer at extreme left of picture. Next thing we knew Elva White (shoe findings) called us to say that the picture gave her the thrill of her life, for lo and behold! standing beside Lieut. Steele was her "kid brother" Murray. A few days later along came a letter from Bill Gray, advertising head at Calgary store, to say



that the fourth man from the left (wearing a Glengarry bonnet) is Lieut. Alex. McLeod of Calgary store, now serving with the Second Division. "Any more for any more?" to use a phrase common to army "golfers."\* (\*Crown and anchor.)

## "Brother, Can You Spare a Dime?"

Few of us realize the fine job of work being done by the **EATON'S** Women's Red Cross Knitting Group. The girls don't brag about it—they're much too busy "tending to their knitting."

However, on various occasions "Contacts" has seen large bales of sweaters, socks, dresses for little girls, baby things, etc., ad infinitum being quietly packed and sent to Red Cross headquarters for distribution in Britain's bombed out areas.

This represents long evenings of leisure cheerfully sacrificed—and in some cases pocket money.

Should this impress any of our men readers who know how to "pearl and plain and cast off," the girls will be glad to see that you are supplied with wool. But should you prefer to supply a ball or two of wool instead, your donations will be equally welcome. The welfare office will receive your offering.

## EATON Men Awarded High Honours by Y.M.C.A.



At Left—George Douglas (106.)  
At Right—John Ferguson (122.)

The highest honour that can be conferred upon a member of the Y.M.C.A. in America was recently awarded to George Douglas and John Ferguson. Moreover, it

was the first time in sixteen years that the award has been made in Winnipeg. His Honour Lieut.-Governor R. F. McWilliams presented the diplomas, upon which were inscribed the words "The Award of Honour for Valour and Service Among the Lives of Boys and Men."

Much could be said about the talent, the qualities of leadership and devotion of George Douglas in his contribution to the musical life of Winnipeg. Suffice to say that George is now starting his fifth season as conductor of the Y.M.C.A. Glee Club. Similarly, John Ferguson, who joined the Y.M.C.A. in 1933, has made an unforgettable place in the hearts of boys with his untiring efforts as a tenor soloist and in other activities of the "Y." Both men have also won the thanks of active service men for giving so freely of their gifts of song.

## OVERSEAS MAIL

### "Just One Crack at 'Jerry'— That's All I Ask . . ."

—writes Coulter Prendergast, formerly with 275 department, later EATON'S, Kenora, Ont., and Montreal stores. Coulter, who has been 15 months in England, says a dropping bomb gives a "decided draught from the seat of one's pants to one's collar."

" . . . After more than 14 months of it one finds the novelty wearing off, particularly as we've had no fighting to do. . .

"I've been through several of the worst London blitzes . . . and have bit the dirt so many times when Jerry is 'upstairs' that one ambition is to get a crack at one of them some day—just one, that's all I ask! The son of a gun has covered me with mud with his bombs several times, and once when I hadn't time to flop, he blew me through a fence—so I owe him one. . .

"No matter how used one gets to raids and bombs, when you hear one of the 'big babies' coming down with a noise like six express trains, and you know it's going to be close, but you don't know how close, there is generally a decided draught from the seat of one's pants to one's collar!

"However, it's all in the game for us and I don't mind it, that's what I came over for. But I do feel sorry for the women and children. I've helped several times to dig for casualties during raids (twice in what was a hospital) and, believe me, the Hun has a lot to pay for. When you see little kiddies smashed up, it kills any sympathy one might have for the other fellow when you get a crack at him.

"I took a girl to the theatre one night and as we were walking down her street on the way home, a bomb struck her house, killing all of her family.

"Oh, yes, the little man has been having his fun, but heaven help him when we are ready to start kicking him around. That's going to be fun! Jerry never could take it. . . . And there was one time during the first week of the blitz on London (last September, I was there on leave) when a lone Spitfire flew into a flight of 48 Jerries.

"I'll never forget that week! The air force was simply magnificent. They were so outnumbered that it was awful and yet they took on the most impossible odds and beat the blazes out of the Huns. I quite often found myself shouting encouragements at the top of my lungs while watching some of those scraps. We don't see them now, for he's learned a lesson and doesn't come over in force during the daytime, but I'll never forget those fights last fall. Every time I see an airman in a pub now I buy him a drink. . .

### Cigarettes the Big Problem

"I should like very much to receive 'Contacts.' Give my regards to the staff whom I know (if there are any left) and my sincere thanks to the Penny Club for the cigarettes. Believe me, you don't know how much the boys appreciate those cigarettes. You ought to see them when the mail comes in. You see a private over here only gets half pay, about 2s. 6d. per day, and twenty cigarettes cost him almost all of his day's pay if he has to buy them. . . When a chap gets a parcel from home, y'know candy, cakes, etc., which probably cost 70 or 80 cents to mail, he generally wails, 'Gosh, another 20 cents and they could have sent 300 cigarettes!' Yep, it's really chronic. . . —Coulter."

\* \* \*

### "Contacts" Goes Campaigning in South Africa

Many Eatonians will remember Lillian Sloan (drugs) and Jim Clarke (despatch), who were married and left for South Africa some years ago. Mrs. Clarke writes:

"Johannesburg, South Africa.

" . . . Jim is a captain with the Indian and Malay Corps. They have had remarkable success and done brilliant work, in spite of the difficult country they had to traverse. Their objective was to reach Addis Ababa before the torrential rains set in, and tonight's paper says they have captured it, so I expect they will be issued double rum rations to celebrate.

"In a recent letter Jim wrote: 'We are having great success, more than the papers tell you of, for they haven't got towns or marks to go by. The South Africans are excellent fighters, keen and anxious to get on with the job and see it finished, but how I wish I were serving with my beloved Canadians. I miss their comradeship of the last war.'

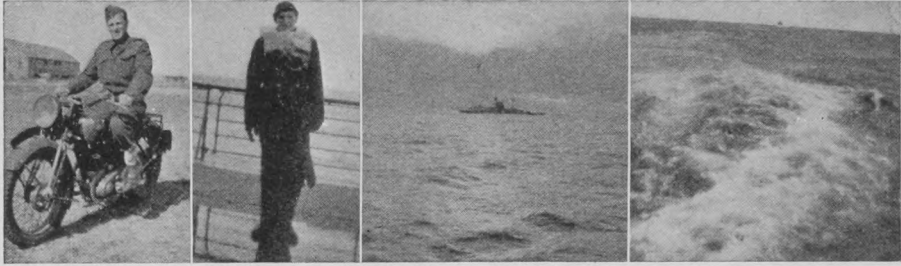
"Miss Cumming, of the drug department, very kindly sends 'Contacts' to me. I send them all on to Jim. I can just imagine him pouring over the number which contains the names and photos of the men on active service from EATON'S. He will find a lot of his old friends amongst them. We get so much pleasure out of 'Contacts.' It is the best little magazine I know, for apart from being instructive and educational, it is a solid way of keeping in touch with old friends. Every edition throws light on some old acquaintance. You have really got to go abroad and live amongst strangers to appreciate its worth from that point of view.

"Very sincerely yours,

"Lillian Clarke."



## OVERSEAS MAIL



Left to Right—At Shilo Camp; Mid-Atlantic Gale (no mention of mal de mer ?); Convoy; Zig-Zag Course.

**Freddy Brown** (general office), R.C.A., writing to the Company from England, says in part:

"You have certainly been very good to me while I have been away, and I would like everyone concerned to know just how much I appreciate it. It makes me very proud to be one of the **EATON** 'family.'"

Freddy also enclosed a number of snapshots for "Contacts," three of which are reproduced here.

\* \* \*

### Keep the Cigarettes Coming, Folks—They're

### Like a Gift from the Sky!

**Jack Conahan** (washing machines), 7th Anti-Tank, Signal Section, writes from England:

"... Jerry does not let up much. He chased me out of bed once and had to pick on a rainy night. The so and so!

"Thanks kindly for the cigarettes. They are like a gift from the sky!

"'Contacts' is coming over regularly and we sure enjoy reading it.

"Was picked out of all the Signal Corps for the Guard of Honor (100 men) to Her Royal Highness Princess Mary, sister to the King. ...

"Keep the cigarettes coming, folks. It is grand work you are doing and we sure appreciate your efforts.

"Regards to everyone and tell them all 'There'll Always Be An England.'"

\* \* \*

**Jack Brownrigg** (147), now with the Royal Canadian Navy at St. John's, N.B., writes a note to "Contacts" asking that we convey his kindest regards to all.

Coincidentally, on glancing over "Contacts" anniversary number of last year, we note that a stag party was held for friend Jack (at the home of Ronnie Knowles) in honor of Sailor Brownrigg's approaching marriage, June 20th, 1940, and "a good time was had by all!" Remember, Jack?

### "Our Green Grocer Very Kindly Let Us Have Six Oranges"

**EATON Women's Club** members will be interested in this letter from **Betty Meale**, formerly 229, now living in England where she is doing her bit like a true English-woman:

"20, The Grove, Hipperholme,  
"Nr. Halifax, Yorks.

"Dear Miss Kerr—. . . I was particularly interested in the New Year edition of 'Contacts' with the photographs of the Eatonians serving in the forces. There was a picture of Wm. Andrew (129) who, with a brother of Elsie Plato (229), spent a few days with us last October. I would like to put a little note in 'Contacts' saying that I shall be very pleased to see any of the Eatonians serving in England who happen to be passing this way. We can surely scrape together some kind of a meal.

"I started a war savings group at the office last June, and up to date we have saved over £130 (it sounds much more in dollars), which I think is not bad seeing that we have only twelve members.

"... Our green grocer very kindly let us have six oranges on Saturday. They were the first we had seen for several months. Eggs are rather difficult to obtain as many poultry keepers have killed off most of their flocks because they were unable to get sufficient feed for them. . . Everyone is concentrating on growing everything they can. There was a serious shortage of fresh vegetables last winter. Even the famous Stray in Harrogate has been plowed up for oats and potatoes. Cigarettes and tobacco are very scarce. There are queues outside the tobacconists' shops.

"I am still knitting for the Canadian Women's Club and have completed about 140 garments, many of them pullovers.

"Please give my kind regards to the members of the club.

"Yours sincerely,  
"Betty Meale."



## The Smile of Victory

First prize winner (14 years and over) in the bicycle decoration contest staged in connection with the Victory Loan campaign was **Tom Rafter**, 14-year-old son of Sam Rafter, 253 department. Tom, junior, looks pretty proud of his well deserved honour, but not half as proud as his dad, which, after all, is the way with fathers.

## Another Boost for the Hurricane Fund!

A letter from the Department of Finance, Canada, reads:

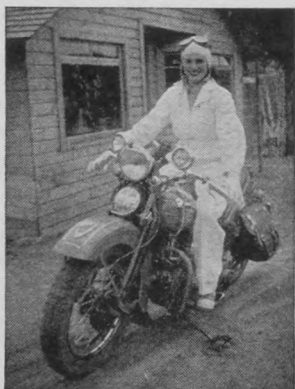
"Ottawa, June 10th, 1941.

**"The T. EATON Co. Limited,**  
**"Winnipeg, Man.**

"Dear Sir:

"Thank you for your letter of May 30th, enclosing cheque in the amount of \$30.07, being a contribution from the employees of **The T. EATON Co. Limited**, Winnipeg, towards the 'Hurricane Fund.'

"I should like the donors to know that this generous gift is very much appreciated. Will you please convey to them the sincere thanks of the Government of Canada."



## Off for a Spin

**Ann Lazaruk's** (229) favourite sport is dashing over the country side on a high-powered motor cycle. The rider, togs and "battlewagon," certainly add a smart note to summer highways, don't you think? Ann is a bride-elect of July.

Eighteen

## Fighting Men . . . 'SHUN!

Every **EATON** man now a member of Canada's active army, serving anywhere in the Empire, is entitled to receive "Contacts" regularly.



Please send regimental number, name and complete army address (as required by the post office) to "Contacts," city advertising. To keep our mailing list straight, and thereby ensure delivery, please also report changes of address.

**PART II ORDERS**—Drop us a line for publication occasionally. Your friends in the store are always glad to know how this man's war is using you.

## A D.A. Customer for 32 Years

—now living in England, writes to the shopping service:

"Sutton, Surrey.

"Remembering with grateful thanks the great sacrifice being given by our Royal Navy to make it possible for me to receive this generous gift from my family, which arrived in perfect order, owing, I am sure, to the careful packing of your staff and service. Allow me to tender my thanks to **The T. EATON Co.** for all their service to me in the past, as well as this present one. I enjoyed the pleasure of a **Deposit Account** with your **Winnipeg** firm for 32 years and I always considered it one of the most satisfactory business methods for a busy housewife I have enjoyed.

"Again many thanks,

"Mrs. W. G. Broadhurst."



## In Memoriam

—**Douglas B. Leach**, R.C.A.F. (141 department) and **George A. Hanson**, R.C.A.F. (**EATON'S**, Prince Albert, Sask.) These two gallant airmen recently gave their lives for Canada in air crashes at Moose Jaw, Sask., and Portage la Prairie, Man.

## Penny-a-Week Club Has Birthday

732,735 Cigarettes Sent Overseas by Store Eatonians During Year



The Penny-a-Week Club in the store building is now one year old and, on behalf of the various floor secretaries, we wish to thank you most sincerely for your wonderful co-operation.

We have attained a total of \$2,442.45 during the year, and with this amount have purchased 732,735 cigarettes for our boys who are overseas.

The following will show you the amounts turned in by each floor during the year:

Basement .....	\$132.00
Main Floor .....	490.15
2nd Floor.....	167.85
3rd Floor.....	265.00
4th Floor.....	205.00
5th Floor.....	260.00
6th Floor.....	214.50
7th Floor.....	273.80
8th Floor.....	167.00
Departments 142 and 141..	122.00
Department 132.....	55.00
Garage .....	13.00
Department 143.....	11.15
Printing Plant .....	42.00
Department 1226.....	24.00

\$2,442.45

We particularly think congratulations to the main floor are in order for having reached almost the \$500.00 mark.

—T. Irwin, Secretary.

\* \* \*

**"May Your Good Work Bring Its Own Reward—For You Will Never Really Know Its Value!"**

**A Letter of Thanks to the Penny-a-Week Club That Shows the Good Work Your Odd Pennies Are Doing**

"250 Uttexeter Road,  
"Langton, Staffordshire,  
"England.

"To me has been given the privilege of writing to you on behalf of two nephews of mine, Pte. R. Edwards and Gunner J. Edwards, who have been recipients of gifts of cigarettes from employees of The T. EATON Company. . .

"I can assure you that the cigarettes have been welcome, not only to these boys but to many of their pals with whom they have shared them. The parents of the boys also wish to be associated with this letter of thanks and all the members of our family.

"We, the civilian people of this country, are determined to back up the efforts of our fighting forces in every possible way, and neither air raids nor threats of invasion will in any way affect our morale. We are confident we can beat off any attack, and then it will be our turn to carry the war to the enemy. I know you will all join with us in the wish for a speedy victory, and I also know the great efforts your country is making to achieve that end, apart from your personal efforts. It makes one feel prouder than ever to be a member of The British Commonwealth of Nations, an Empire fighting for the freedom that we all hold dear.

"Do please convey my thanks to all concerned in contributing and working for the boys.

"I feel and have a personal interest in your firm, as my sister (Mrs. Marie Amison and her daughter are members of your staff) has been long resident in Winnipeg.

"May your good work bring its own reward, for you will never really know its value. It is to we people, the relatives who so heartily thank you, who can only know the pleasure it has brought to so many.

"Believe me,

"Yours gratefully,

"(Signed) Y. Davis."

\* \* \*

## Former Eatonian Sends 100 Pennies

Many general office Eatonians will remember Becky McKee, who left some years ago for Vancouver, where she is now with the American Can Company.

In a copy of "Contacts" sent her from Rose Crawley (sales audit) recently, Miss McKee noticed the Penny-a-Week Club contributions Eatonians are making to supply the boys overseas with cigarettes and promptly mailed a hundred pennies for the fund.

Thank you, Miss McKee, the boys will certainly smoke your health!



Truth crushed to earth will rise again, shaking an awful lot of dust from her wings.



## Do You Know The RIGHT Way To Fly The Flag?

One of the commonest mistakes is to fly the Union Jack upside down—this turns it into a distress signal. To keep from showing unconscious disrespect to our sacred national emblem, read these simple rules on flag etiquette. Reprinted from a clipping sent "Contacts" by Mr. F. Carpenter. \* \* \* \* \*

These are the days when we are being urged to fly the flag and a great many of us are doing so. It is astonishing however how little most of us know about the etiquette, traditions and actual regulations that govern flag displays or even of the proper flags to fly. Colonel Francis B. Ware, of London, Ontario, who is apparently "up in" this matter has written an article on the subject in the London Free Press.

The Union Jack, he says, is the official flag of Canada and should be flown in Canada. The Red Ensign, with the Coat of Arms emblazoned on the fly is the flag of the Canadian Merchant Marine, is intended only for use afloat and for official buildings outside Canada but for 50 years Canadians have made a practice of flying this flag ashore. Afloat it should invariably be displayed on the stern staff of a vessel. Privately owned boats or launches should fly the Pilot Jack (the Union Jack surrounded by a white border) on the fore staff of their yacht club burgee or owner's private flag. Canadian boats in U.S. waters should fly that country's flag at the bow staff. The Blue Ensign is the flag of the armed vessels of the Royal Canadian Navy or, exclusively, of other vessels in government service. The flag should not be hoisted before sunrise nor kept up after sunset.

One of the commonest mistakes noticed in the position of the Union Jack on many staffs is to have it upside down, which turns it into a distress signal. The correct position is with the broad white stripe of the Cross of St. Andrew above the red stripe of St. Patrick on the side of the flag next the staff. The flag should always be carried upright and never allowed to touch the ground. When the flag is to be flown at half-mast it should first be raised to the top of the staff and then lowered till the centre of the flag is in line with a point midway between the top of the staff and the ground. However, when the flag is half-masted on top of a building it is permissible to drop the flag only about one-third down the staff. In lowering the flag from the half-mast position it must be run to the full height and then dropped. In a ceremony when it is desired to honour the flag of another country by displaying its flag the Union Jack must also be displayed but never on the same staff, always in the place of honour on the right and must never be smaller than the other flag. When two flags are on a building the Union Jack must be on the building's right (the observer's left), the other on the building's left (the observer's right.) In the case of three flags grouped the Union Jack should

be on the centre staff, which should be the longest, similarly with groups of more than three. The Union Jack should be on the right when the flags are crossed on a wall—that is on the observer's left. Displayed horizontally on a wall without staff it should hang as though the staff were on the observer's left; if vertically, the top of the flag should be on the observer's right. If displayed on a line running across a street the top of the flag should be to the east on streets running north and south. On streets running east and west the top should be to the north. If festooned, the position of the Union Jack should be governed by these rules: If used on a float, it should fly from a staff. It should never be used as a drape over radiator, hood, top, sides or rear of a vehicle. It should never be placed lower than a person sitting down. The flag should never be used as a cover for table, desk or box save for military religious ceremonies. No lettering or advertising should appear on the flag. After use in an unveiling the flag should be lifted and carried aloft during the remainder of the ceremony.

The observation of these simple rules will help us all to keep from showing disrespect, however inadvertently, to a sacred national emblem.

### Georgina Drowley Says Hello to Winnipeg

Visiting Winnipeg during her vacation recently, Miss Georgina Drowley, EATON'S, Lethbridge, dropped in to pay a brief visit to the city advertising. We all enjoyed meeting the charming Miss Drowley, who is "right hand man"

to Mr. James McLaughlin, in charge of advertising for EATON'S at Lethbridge and Medicine Hat. Before going to Lethbridge, Miss Drowley attended art school at Winnipeg for several years and, consequently, was keenly interested in the work of our art department.



The big things you can see with one eye closed. But keep both eyes wide open for the little things. Little things mark the great dividing line between success and failure.

# MY DADDY'S AT EATON'S



- 1—Carol Ann Lambert (2½ months) and Mother (the former Grace Edwards, art staff, city advertising.) Daddy is Reg. Lambert, 205 department.
- 2—Dennis Albert Du Montier and Mother (formerly Grace Tetlock, 2 department, M.O.) Dennis' daddy, Albert Du Montier (144) is overseas. Mrs. Louise Du Montier (104) is Dennis' grandmother.
- 3—Grant George Humphreys (4 months) and Mommy (formerly Jen ("Nan") Claney (105.) Grant's daddy is Mr. Tommy Humphreys (214.)
- 4—Penny Sue is 1 year young and walked into studio for her picture. Daughter of Mr. and Mrs. Don James (214.)

- 5—Introducing Merlyn (2 yrs.), daughter of Mr. and Mrs. Henry Gilbert (222.)
- 6—Judith Ellen, taken on her first birthday. Daddy is Mr. Fred Butland (G.O.)
- 7—John Edward, son of Mr. and Mrs. Jack Blair (548), Calgary, formerly of Winnipeg.
- 8—Valerie Dawn, another Calgary charmer, daughter of Mr. and Mrs. Cecil McDougall.
- 9—Gail is 2 years young and
- 10—Patricia 5, both are daughters of Mr. and Mrs. Garnet Griffiths (time office.)
- 11—Norma Jane's daddy is Mr. Jack Tucker, 526 department, Calgary.



## "And so they were Married.."

Wedding bells rang out for many EATON girls during June, as you can tell from these radiant smiles captured by an EATON photographer. The pictures were taken on that last day when good-byes are said (not unmingled with regrets) to friends and associates over the happy years. Sorry space won't permit showing the lovely decorative effects achieved in honour of each girl, the gifts of affection and remembrance. But to those reported here, to any others that may be unreported or received too late for publication in this issue, we wish all the happiness that they hope for themselves—and as Rip Van Winkle said, "May you live long and prosper."

(1) **Ramsay-Brown**—The wedding of Winnie Brown (116, mail order copy) to Alfred John Ramsay was solemnized on Saturday, June 14th. Miss Brown was presented with a lovely table lamp and numerous other gifts as a token of remembrance from her many friends of 116.

(2) **Specht-Dalman**—Margaret Dalman, 7 department, was united in marriage to Mr. G. Specht on Saturday, June 14th. The wedding was solemnized at the home of the bride.

A luncheon and presentation was held by 7 department staff on June 6th in the Board Room in honor of Margaret Dalman and Dorothy Bartholomew, brides-elect. Miss Dalman was presented with a case of flatware in the Milady pattern. Miss Bartholomew was taken completely by surprise, her impression being that she was merely attending Miss Dalman's presentation, when lo! she too

received wedding gifts, which were a lovely bedthrow, sheets and pillow cases. Miss Sedgwick did the honors and wished both girls loads of happiness.

\* \* \*

(3) **Moore-Kent**—On Saturday, June 14th, Ethel Kent, 252 department, became the bride of Mr. Christopher Moore.

On the night before leaving the store Ethel Kent was presented with a lovely chenille bedspread and everyone's good wishes for future happiness. The department previously held a kitchen shower for Ethel at the home of Miss Phyllis Hunter. The bride-to-be was presented with about every kitchen utensil and "implement" one could think of for culinary experiments. A very enjoyable evening topped off with refreshments. A group of friends on the eighth floor later presented Ethel with a lovely electric clock.



(4) **Weston-Boore**—Another romance of the basement store was consummated when Rose Boore (268) and Tommy Weston (282) were married on Saturday, May 17th. Gifts of a tri-lite lamp and electric clock were tendered this happy young couple, who are seen here at the reception following the ceremony. Loads of happiness to you, Rose and Tommy!

\* \* \*

(5) **Little-Wright**—Congratulations and all good wishes to Muriel Wright, department 161 (mail order cash), and Lawrie Little on the event of their wedding, June 14th.

Those of us who know Muriel as a tried and loyal friend will miss her happy smile and buoyant manner. More recent acquaintances, who affectionately call her "Auntie Muriel," will also feel her absence. Good luck and may Lady Luck shadow you always! —M.W.

On leaving, Muriel was honored with a kitchen-ware shower and wedding gift of a lovely living-room mirror by her co-workers in 161 department.

\* \* \*

(6) **Hart-Kill**—The wedding of Miss Frances Kill to Mr. Thomas Hart was solemnized at Holy Cross Church, Norwood, June 14th, at 11.30 a.m. On her departure her business associates of 116 department presented Frances with a wardrobe trunk.

\* \* \*

(7) **Morton-Edgar**—Saturday, June 7th, was the day chosen by Ann Edgar, 104 department, for her wedding to Samuel ("Cy") Morton, 4 department. The wedding was solemnized at the home of the bride's parents.

On the eve of her departure, Miss Edgar was tendered a breakfast party at Moore's and a presentation of crystal-ware. The many friends of these two popular young Eatonians wish them a lifetime of happiness!

\* \* \*

(8) **Smith-Bie**—The marriage of Helen Bie (223 office staff) to John Donald Smith, Coca-Cola Company, was solemnized on June 7th at St. Paul's United Church.

In honour of Helen Bie, bride-elect, the girls of 223 department held a kitchen shower at the home of Mrs. W. L. Cable. On leaving the store, Miss Bie was presented with a handsome console mirror, the gift of her department associates.

\* \* \*

(9) **Kostyra-Swetz**—Jean Swetz, 1247 department, became the bride of Albert Kostyra on Saturday, June 14th, at St. John's Cantius Church. Department associates presented Jean with a kitchen shower and a lovely bedroom rug.

\* \* \*

(10) **Prophet-Grieve**—On Saturday, June 7th, Gwen Grieve, popular member of 122 office staff, became the bride of Mr. William Watt Prophet, the wedding taking place at King Memorial Church.

On behalf of the staff of 122 and 113 departments, the bride-to-be was presented with a lovely comforter. Gwen was also honored with a dinner at the Marlborough Hotel, when she received a gift of kitchen-ware. Thirty-three girls were present.

We all join in wishing Gwen and her husband the best of luck for their future happiness!

\* \* \*

(11) **Ward-Brown**—Nina Brown, of 117 department, was married to Mr. Ernest Ward on June 7th at St. James United Church. On leaving, the bride was presented with a beautiful mirror and silverware from her friends and associates.

In honor of Nina a shower was held on May 13th, when she was presented with kitchen ware. The guests numbered forty-seven. Lots of luck, Nina and Ernie, from all of us!

\* \* \*

(12) **De Pencier-Barrett**—The wedding of Nina Barrett, 117 department, to Harry de Pencier (nephew of Lieut.-Col. Charles de Pencier, 1209, now in England) was solemnized at St. Patrick's Anglican Church on Saturday, June 14th. On leaving, Miss Barrett was presented with an occasional chair and bedding shower with best wishes of the staff.

**Orcheson-Walker**—The wedding of Doris Walker, 11 department, to James Orcheson was solemnized at St. James United Church on Saturday, June 14th.

\* \* \*

**McKinnon-Sauve**—On Saturday, May 31st, May Sauve was united in marriage to William McKinnon, R.C.N.V.R., formerly 214 department, the ceremony taking place at St. Mary's Cathedral.

\* \* \*

**Lancaster-Jeffrey**—The marriage of Phyllis Jeffrey, 229 department, to William Lancaster was an event of June 14th.

**Research Bureau Flash**—And do we mean "Flash"! A rock of unusual size and brilliance came into the research bureau Tuesday morning, June 17th. The usually critical eyes of the "researchers" brightened at the sight of it. All comments were approving—nay enthusiastic!

Said "rock" is surrounded by eight smaller stones and is being displayed on the left hand of Miss Georgina Carson. It was placed there by John Lauder, of Regina. Best wishes to you both!

#### IN MEMORIAM

Walter James Chalcraft, R.C.A.F., son of Mr. Walter Chalcraft (104), passed away on June 6th while on leave. To his widow and two little girls, and to Mr. and Mrs. Chalcraft, senior, and family, we extend the heartfelt sympathy of all.

### Vogue Beauty Contest

This contest was a keen one with twenty-two of our people in department 206, who daily find the perfect beauty preparation for MADAME, taking part. The results were splendid.

Miss Sybil Lay carried off the honors and won a one-year subscription to the Trade Edition of *Vogue*.

The next three came close on the heels of the winner and won cash prizes from their department management. These were Misses Edna Marquis, Margaret Powlett and Edith Johnson. Following these were another ten winners of cash prizes (same source)—Misses M. Grace Richardson, Sheilah Florence, M. Frederickson, Dorothy Baldwin, Clarice Corley, Margaret Gillespie, Doris Fisher, Irene Guest, Elva Hudson and E. Shultz.

Mention must be made of the fact that the other eight all came remarkably close, too. Imagine twenty-two people with only thirteen marks' difference between the highest and the lowest.

### More Prize Winners

**House & Garden** inaugurated a new contest this year in home furnishings. The highest marks on the contest, which covered four issues of *House & Garden*, were taken by Christina Dark of the hosiery and glove office. The prize for such excellent results was a one-year subscription to *House & Garden*.

High marks won a one-year subscription to *House & Garden* for two other contestants—Miss Ruth Thompson, china department, and Miss S. Wilson, hardware. These two young ladies nearly tied and were both very close to Miss Dark in total marks.

Three people won distinction by having full marks on one or more of their sets of answers. Miss Ruth Thompson received full marks twice, Miss Carol Coe and Miss S. Wilson each once.

A good start was made this year, and when the 1942 contest is announced next January, we look for many more interested contestants.

## What Is a Good Neighbour?

"One entitled to receive . . . neighbourly kindness or good-will."—Webster.

Flippety flop, flippety flop—ye gods! another "flat"—no spare tire now—and the nearest filling station about thirty away! Not even a habitation of any kind for miles along this road of pre-Cambrian grandeur between Fort William and Kenora. Nasty predicament for three lone women, two of them elderly.

Such was the situation described by an American woman, buyer for a large Chicago department store, while visiting EATON'S the other day. "To make it worse," she continued, "I couldn't get the jack to grip in the sandy surface of the road. Finally, when I was just about desperate, along came a car with two young Canadian men. 'Just go and sit in your car,' they said, 'and we'll fix things for you.' In a few minutes they had the tire repaired and then those two good samaritans insisted on driving behind us till we came to a filling station thirty miles distant, just to be sure we'd have no more trouble.

"And so," added the American woman, "when we saw the signs around your store welcoming us—'Good Neighbours'—they had a special significance. We'll never forget the kindness of those two Good Neighbours!" \* \* \*

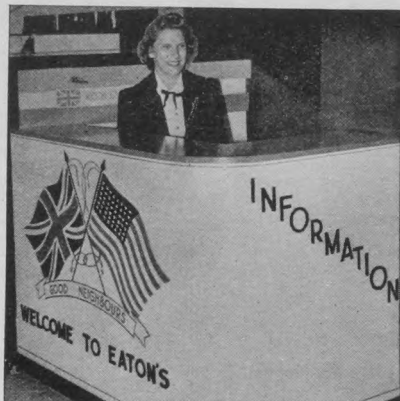
Hats off to those two young Canadians, who ever they are, for their good neighbourliness. While most of us would have done the same under the circumstances, it is given to few to rescue fair ladies in distress.

However, all of us can show the neighbourliness and friendly good-will that exists in our hearts when American visitors come to call. 14,000,000 of them called on Canada last year and now, with practically three golden months of summer ahead, millions more of our good neighbours will be crossing the "invisible line."

Let every Eatonian be ready to welcome them, not only with that friendliness we all feel for Americans, but with intelligent unsurpassed service. Find out from your department how you can best serve this good neighbour cause. Let us not forget for a moment that Canada needs American funds for war purchases. To help speed Canada's war effort at a vitally important time—Be a Good Neighbour!

When writing friends in the United States assure them that they can plan their vacation in Canada as usual; that war conditions bring no restrictions—our good neighbours may enter Canada freely and move about with the same ease and informality they experience in their land; that American visitors do not require passports to enter Canada, and that premium on the United States dollar in Canada will make their vacation cost less!

Twenty-Four



### "Miss Information"

Beverly McVicar presides over the special information booth adjacent to the North Hargrave door. Ready to direct visitors to any part of the store, Beverly also has a phone for contacting department heads or hostesses.

## Recent Staff Changes and Appointments

### WINNIPEG

The appointment has been announced of Mr. J. E. Elders as merchandise office supervisor (pro tem) for department 230, in the absence of Mr. R. J. Rennick. This will be in addition to his present responsibilities.

Department 156 (staff superintendent and employment office)—Mr. L. Croft, first assistant.

### EDMONTON

Mr. N. S. Wasson, assistant merchandise manager.

Department 501 (yard goods, bedding, linen, patterns)—Mr. W. Anderson, head of department.

### MEDICINE HAT

Department 501 (yard goods, bedding, linens)—Mr. F. Walters, head of department.

Department 517 (women's garments, millinery, lingerie, juvenile)—Miss E. L. Barkley, head of department.

### FLIN FLON ORDER OFFICE

Mr. G. L. Yelland, appointed assistant to Mr. N. Grant.

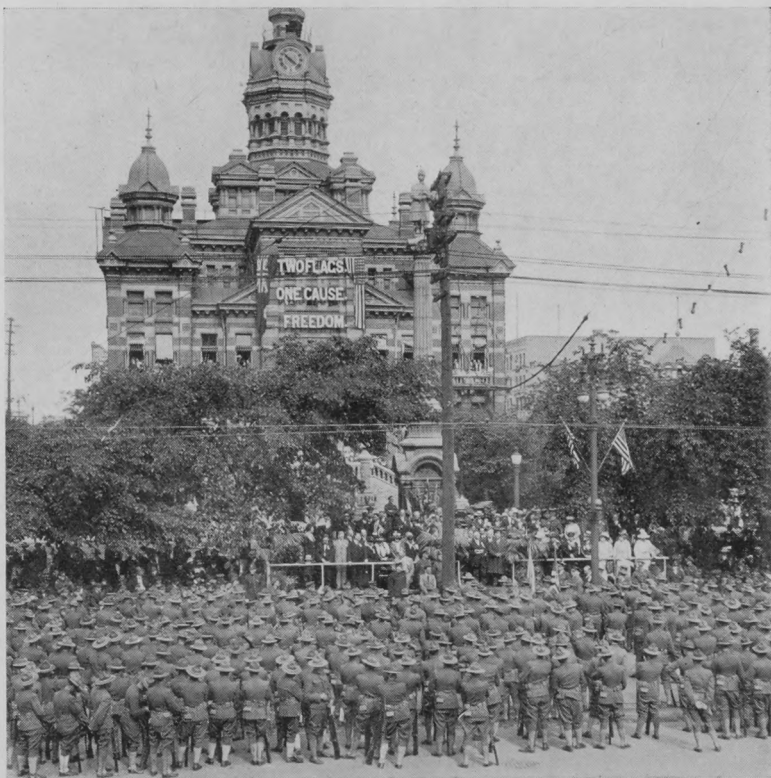


## WELCOME TO EATON'S

**"Two Flags—One Cause—Freedom!"**

**A Salute to Old Comrades in Arms!**

On June 28th, a four-day friendly "invasion" by our American comrades in the last war begins when the International War Veterans' Alliance opens in Winnipeg. This reunion brings to mind a good-will visit paid to Winnipeg by a detachment of American troops during the war of 1914-1918. The picture shows Uncle Sam's stalwarts drawn up before the City Hall for a civic welcome. . . That was more than two decades ago. . . The dough-boys are now grizzled veterans . . . but they will find our latchstring still out for them and a warm welcome both on our lips and in our hearts!







1905—**Thirty-Sixth Anniversary**—1941

THE **T. EATON** CO<sup>o</sup> LIMITED  
WINNIPEG CANADA